

Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

1.914
A 2T34

June 9, 1943

RATIONING AND PRICE CAMPAIGN

Subject

Assigned

Status

(See last week's report for pending materials.
New materials are listed below.)

PUBLICATIONS

Campaign platform on compliance with food rationing and price control - to be a section of copy platform on over-all food campaign of USDA.

Food Trade Letter
"Canning Sugar"

Shopper's Pledge. To be printed on gummed paper and distributed to consumers.

"Fat Facts" (Market Basket)

Consumer leaflet on shopping under community prices.

RADIO

"Farm Consumption of Rationed Meat"
(First of series of radio scripts being prepared for local broadcast in field.)

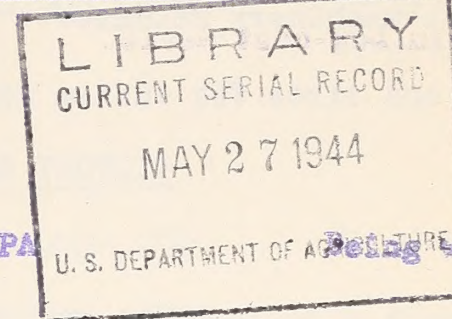
"Farm Sales of Rationed Meat"
(Second of series of radio scripts being prepared for local broadcast in field.)

Radio Round-up
"Let's Cooperate in our Shopping"
"Get Full Value for Your Meat Points"
"Point Values on Variety Meats"

Farm and Home Hour
Interview with member of a Price Panel of an OPA War Price and Rationing Board.

ADVERTISEMENTS

Four advertisements on canned milk rationing.
To be sent to OPA regional offices.



OPA Being written

Dorsey In clearance
FDA

OPA On press

Pundt Finished
HHHE

OPA In clearance

Millson In clearance
FDA

Millson Being written
FDA

Cohan Sent to field.
FDA Being written.

DuMars - OI Being written.

OPA Being prepared.

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Subject

Assigned

Status

(See last week's report for pending materials. New materials are listed below.)

Irrigation machinery release.

Thompson, AAA

Released June 8

Gasoline and tires for custom combines.

Lewis

In preparation

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

Radio

Victory Garden Program (Blue) - "June Jobs in the Victory Garden"

Hemphill
Moore

In preparation
for June 14

Garden Gate (CBS) - "Saving Food from the Victory Garden"

Pitt
Malcolm

In preparation
for June 12

Farm and Home Hour - "Many Ways to Preserve Food at Home"

Van Daman

Cleared

Homemakers' Chats

More Canning Notes

Douglass

In preparation

Garden and Preserving (Questions and Answers)

Douglass

In clearance

Farm Flashes

Suckering Sweet Corn

Briggs

In clearance

Corn Ear Worm

Briggs

In clearance

Irrigation of Gardens

Briggs

In clearance

Tomato Plant Spacing

Briggs

In clearance

Press

"Control of Bean Beetles"

Moore

Cleared

Clip Sheet

Keeping the Garden Planted

Smith

For release
June 13

Market Basket

Oven Drying

E. Davis

In preparation

Printed Material

Dried beans and peas in wartime meals.

BHNE

In press

Revision of previous folder on "Dried Beans and Peas in Low-cost Meals."

ANTI-BLACK MARKETS CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
National Farm & Home Hour, "The Why of the National Meat Program," by Roy F. Hendrickson.	Rowell, FDA	Scheduled for June 11
<u>Farm Flashes</u>		
"Need for Meat Grading"	Briggs, FDA	In clearance
"Meat Grading Considerations"	Briggs, FDA	In clearance

PRODUCTION GOALS CAMPAIGN

(See last week's round-up for pending items, new items listed below.)

Radio

Farm and Home Hour:

June 15 - "Checking up on Feed" Wallace Kadderly	Heinen, AAA	In preparation
June 16 - "Milk for Pigs or people" O. E. Reed	Reynolds, OI	In preparation
June 17 - "Protein-saving rations for Beef Cattle" Wallace Kadderly	Burch, ABA	In clearance
June 18 - "Adjustments in 1944" N.E. Dodd, Chief of AAA	Heinen, AAA	In preparation

Farm Flashes

Co-op Mule Clinic	Fox, FSA	In clearance
Small Mobilized Farm	Fox, FSA	In clearance
Small Farm Food Co-op	Fox, FSA	In clearance
Easy Forage Seed Saving	Reynolds, OI	In preparation
Sharing Machinery	Reynolds, OI	In preparation
Late Blight of Potatoes	Reynolds, OI	In clearance
War Use of Beeswax	Reynolds, OI	In clearance
Culling Hives for Wax	Reynolds, OI	In clearance
Saving Beeswax	Reynolds, OI	In clearance
War Diet of Beef Cattle	Burch, ABA	In preparation
Sleeping Sickness of Horses	Burch, ABA	In preparation
Control of Bee Moth	Reynolds, OI	In clearance
Beeswax Collection	Reynolds, OI	In clearance

INS-PA

Longer Lease for Horse Food	Fox, FSA	In preparation
Food to Feed 'Em	Fox, FSA	In preparation

OVER-ALL FOOD CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Seal representing basic food theme	OWI USDA	Being designed by Ad Council task force
Program book for overall food campaign	OWI USDA	Being drafted by Ad Council task force
President's speech on food.	OWI USDA	Outline drafted
Copy policy for food campaign	OWI	Prepared for inside use
Information handbook for USDA field on food campaign.	Pooler, OI	Assigned
Leaflet on food themes	Pooler & Marshall	Layout roughed
Ad handbook for food campaign, including posters, outdoor and car cards, ad layouts, etc.	OWI	Being prepared Ad Council task force
Slide film explaining food campaign - for showing to cooperating groups.	OWI USDA	Being prepared by Ad Council task force
Davis comment on crop report.	Jarrett, OI	Planned
Statement on food allocations.	Ward, FDA	To be ready in a few days
(See Roundup No. 7 for other pending items)		

FARM LABOR CAMPAIGN

PRESS

Story on methods of handling interstate and foreign labor.	Bryan	In preparation
---	-------	----------------

RADIO

Personality Sketch, Florence Hall, on Robert St. John's program.	Bailey	Pending
Two minutes on Current Labor Situations for Fletcher Wiley program.	Fulghum	In preparation